GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1606
ANSWERED ON:27.11.2007
BROADCASTING IN NON-EMPANELLED PROGRAMMES OF DAVP
Mishra Dr. Rajesh Kumar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether several TV Broadcasters are telecasting advertisements in non-empanelled serials/programmes of Directorate of Advertising and Visual Publicity (DAVP);

(b) if so, the details thereof during each of the last three years till date, TV Broadcaster-wise;

(c) whether these Broadcasters are violating guidelines and norms of DAVP;

(d) if so, the details of action taken by the Government against these Broadcasters;

(e) whether DAVP proposes to recover advertisements cost from these channels;

(f) if so, details thereof; and

(g) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) : No, Sir. DAVP empanels only TV Channels and not serials or programmes.

(b) to (g) : Does not arise.